

SPONSOR KIT

**B**  **LT**  
for the Heart®

# 2020



Presented by:



**Franciscan**  
HEALTH

## ABOUT BOLT FOR THE HEART

Bolt For The Heart (BFTH) is a 501c3 non-profit organization serving Indiana. BFTH was established in 2010 by Pierre Twer and friends and is an extension of HeartReach Michiana which was founded by Dr. Walt Halloran and friends in 2004. BFTH was established to keep monies raised locally to stay locally and impact the community "close to home".

**The fundraising** efforts for Bolt For The Heart will be generated through various family oriented outdoor activities. Fundraising included sponsorship of Bolt for the Heart Family Run/Walk Series.

**The Mission** of Bolt For The Heart is to serve the state of Indiana, particularly those affected by heart disease, through education, financial support and direct assistance.

**Direct assistance** includes supporting local schools, churches and community organizations by purchasing and placing automated external defibrillators (AEDs) at their facilities free of charge and training their staffs on their successful usage. We have completed our goal of placing an AED in 550 Indiana State Police cars. **Our new goal is now every law enforcement vehicle in the state.**

### Accomplishments

Heart Reach Carmel Inc. (DBA Bolt For The Heart) has purchased and donated over 900 AEDs in the central Indiana area. From schools, ball parks and church's, we focused our efforts on other not for profit facilities that are in need. On the sixth page we list all of the organizations that have received an AED from BFTH since our start in 2010.

### Board of Directors

President - Pierre Twer - Bolt for the Heart – Abbott Structural Heart Sales Manager  
Michael S. Emery, MD, MS, FACC - Medical Director, Cardiology Services, Indiana University Health  
Greg Dedinsky MD - Columbus Regional Hospital  
Joseph Muldoon - Chief Executive Officer - FAST BioMedical  
Michael J. Highum, CPCU - Vice President of Marketing for McGowan Insurance Group  
Tim Thoman – President and CEO - Performance Services  
Greg Elsner MD - St. Vincents - Cardiologist  
Jeff Utzinger - SCA Survivor  
Nina Criscuolo - WISH-TV

### Emeritus Board

Kevin Clancey - Retired Executive, Delphi

### Bolt for the Heart Advisory Council

Art Coffey, MD - Chief Physician Operations Officer, President Prohealth Medical Group Waukesha, WI  
Walt Halloran - Cardiac Surgeon and Founder Heart Reach Michiana, Elkhart, IN  
Sam Odle - COO Indiana University Health Systems (retired)  
Ogle Design

# BOLT FOR THE HEART'S MISSION

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Our new goal is to provide AED's to all 92 County Sheriff Departments. Your registration, donation and sponsorships are saving lives!



**Past Goal Met - 465** AED's were placed in all ISP cars in Indiana!



## WHAT IS AN AED?

An **AED** is a portable **A**utomated **E**xternal **D**efibrillator used to restart someone's heart in the event of **S**udden **C**ardiac **A**rrest (**SCA**).

## AED FACTS

Ninety five percent of those who suffer from SCA die because CPR and defibrillation usually occur too late, if at all.

If CPR and an AED are applied within 5 minutes, at least 40,000 more lives per year could be saved.

## WHAT IS AN SCA?

**S**udden **C**ardiac **A**rrest is one of the leading causes of death in the U.S. Although the reported incidence in youth is less than that in adults, SCA is not a rare occurrence. In fact, SCA affects about 16 people under the age of 18 every day. The following statistics show that SCA is a public health crisis—and bystander intervention with CPR and AEDs can mean the difference between life and death.

### **Risk and Warning Signs**

Family history of SCA in a first-degree relative: two-fold increase in risk of cardiac arrest.  
EMS-treated, non-traumatic cardiac arrest victims who have symptoms within one hour of death: 33%.

### **Annual Incidence**

EMS-treated out-of-hospital SCA: 382,500

SCA (all causes) among youth 18 years old: 5,760

SCA among students 17–24 participating Collegiate sports: one per 22,903 athlete participant years.

Higher among blacks than whites and higher among men than women.

### **Bystander Intervention in Cases of SCA**

Rate of bystander CPR: 32%

Rate of bystander use of AEDs: 2%.

### **Survival Rates**

Bystander CPR, but no AED use before EMS arrival: 9%

Bystander CPR, with AED before EMS arrival: 38%.

# BOLT FOR THE HEART OVERVIEW

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## WHY WE RUN

The Annual Bolt for the Heart (BFTH) event is a 5K Family Run/Walk to benefit HeartReach Carmel for the placement of life saving AEDs (automated external defibrillators) in Central Indiana in an effort to save people who experience sudden cardiac arrest.



1000 People die every day in the United States from the sudden stoppage of the heart called Sudden Cardiac Arrest (SCA) and cardiovascular disease is the leading cause of death in the United States, killing roughly one million Americans every year. What is true nationally is also true in our community - that's why HeartReach

Carmel was created. We believe that money raised locally should be used locally to fight heart disease. We are committed to that basic principle. We are a not for profit 501c3 charitable organization entirely funded through private contributions, which are tax deductible.

## INVOLVEMENT AS A SPONSOR



Our goal is to engage many quality sponsors in our community to help offset costs. This allows us to apply every dollar raised from our runners and walkers to purchase and place life saving AED's in our community. BFTH also provides sponsors the ability to market themselves to a wide range of individuals including participants, online visitors, family and friends. We offer publicity opportunities that range from your logo on the Bolt website, race gear, banners, fliers, and much more.



VISIONARY PARTNERS

NEARLY

2,000 AEDS PLACED



Heart Reach  
Michiana

600 AED's

Play for Jake  
Foundation

6 AED's



798 AED's  
187 AED's

Helped the Carmel Police Department  
acquire 187 AED's for their patrol cars

Noble County  
FOP

88 AED's

Tipton County  
FOP

6 AED's

Hamilton County  
244 AED's

Westfield PD  
45 AED's

Morgan County  
37 AED's

Fishers PD  
4 AED's

Indiana State Police  
Donations

465 AED's

(Included in above total)

Dylan Williams  
Foundation

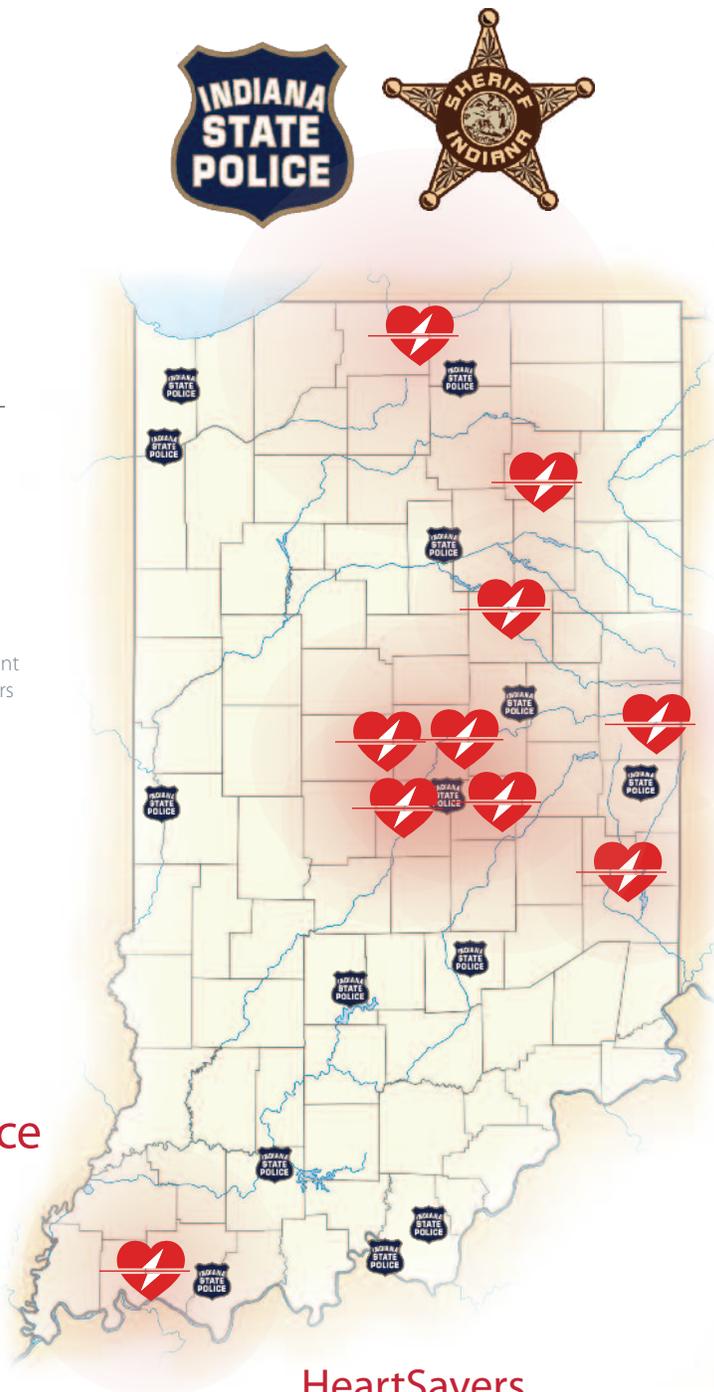
90 AED's

**MISSION  
COMPLETE**

Brian's Heart  
Foundation

6 AED's

HeartSavers  
Evansville  
400+ AED's



## **BOLT FOR THE HEART –BENEFICIARIES**

- **AED's purchased by Bolt the Heart and donated to date = 813**
  - **(Community Impact \$1,219,000)**

First Baptist Church and Child Athletic program – 2 Units  
Dylan Williams Memorial Baseball Park- 2 Units  
Wheeler Mission Men's Ministry  
Drum Stick Dash – Wheeler Mission  
Mississinawa High School Athletic Department – 2 Units  
East Randolph Athletic Department – 2 Units  
Etz Shaim Jewish Temple  
Northview Church Cross Country Course  
Northview Sanctuary  
Rushville Elementary School  
Guerin High School – 2 Units  
Carmel Dads Club – 8 Units  
Carmel United Soccer Club – 5 Units  
Center Grove Athletic Department  
Central Catholic School Athletic Facilities  
Play for Jake Foundation – LaPorte, IN (4 units)  
LaPorte, Indiana YMCA  
Holy Name of Jesus Christ School Athletic Facilities  
Irvington Presbyterian Church  
St. Luke's United Methodist Church – 2 units  
Covington City Park – 4 (Girl's Youth Softball, Boy's Youth Baseball, Youth Soccer, Park Caretaker)  
HeartSavers – Evansville, IN-15 Units  
Covington Community School Corporation – 5 (High School, Middle School, Middle School  
Gymnasium/Multi-Purpose Room, Trojan Complex – 2) Covington Friendship Circle Center – 1  
Washington High School Athletics– Washington, IN  
Outreach Inc. Indianapolis  
The Barrington of Carmel– 4 Units  
Carmel / Cornerstone Lutheran Church  
Family Health Ministries-Fondwa, Haiti- St. Antoine School  
Forever an All Star-Dylan Williams Foundation, Union City, IN – 8 Units

- Fort Recovery Youth Baseball League, Monroe Central Youth Baseball League,
- Troy Youth Baseball League

Danville High School Football Athletics-in Honor of Justin Siller  
YMCA Crowsley Summer Camps – Indianapolis 2-Units  
DeKalb County Middle School – Fort Wayne  
Fountain County EMS-Covington Courthouse in Memory of Millie and Vince Grogg  
Smokey Row Community Pool – In Memory of Kay and Jim Troy  
Abiding Love Church – Austin, Texas – Mike Highum  
Carmel Swim Club / Be Like Bill  
Heart Reach Medical – IU Health / Atlanta – Sheridan Baseball Complex  
Shares Inc. – Greenfield Brian's Heart  
Lafayette Baseball Club  
Mended Hearts 2 units

**Indiana State Police Trooper Patrol Cars:** 2014 = 5 Units – Carmel Bolt Race  
2015 = 55 Units – Carmel Bolt Race  
2016 = 160 Units-Carmel Bolt race  
2017/18 = 7 Units (Lepeep)  
2017/18 = 90 Units-Carmel Bolt Race  
2018= 14 (HeartSaver)  
2018 =115 Units Bolt Carmel Race  
2018=20 units (HeartSaver)  
2020=State Police SWAT Team – 1 unit  
**Total = 466 AED's donated**  
**Indiana State Police Complete**

### **Law Enforcement Departments**

Carmel Police Department- (5)  
Union City Police Department – 2 Units  
New Castle Police Department – In memory of Kreg Van Dam  
Fishers Police Department-In honor of Joel Tstste  
Fishers Police Department – New Hire patrols cars – 3  
East Randolph Athletic Department – 2 Units  
Long Beach, Indiana Police Department – 2 Units  
Tipton County FOP – 4 Units (anonymous donation)  
Noble County (Kendallville) FOP – 88 units  
Westfield Police Department – 49 units  
Cicero Police Department – 4 units  
Sheridan Police Department – 8 units  
Michigan City Police Department – 5 units  
Franciscan Health Michigan City – 4 units  
Michigan State Police – 3 units

### **Indiana Sheriff Departments**

Morgan County Sheriff-37 units  
Monroe County Sheriff – 1 unit  
Pike County Sheriff – 1 unit  
Laporte County Sheriff – 11 units  
Allen County Sheriff – 2 units  
ST. Joseph County- 2 units  
Boone County Sheriff – 1 unit  
Randolph County Sheriff – 1 unit  
Howard County Sheriff- 1 unit

### **Performance Services Donation Day – 15 AED's to Indiana Sheriff's**

Fayette, Gibson, Bartholomew, Jackson, Lawrence, Delaware, Warrick, Morgan, Wabash, Wells, Whitley, Madison, Henry, Boone, White, and Howard County Sheriff Departments – 1 AED each

### **Bolt for the Heart has assisted in the placement of 187 additional AED's to:**

Carmel Indiana Police vehicles – 122 Units  
Hamilton County Health, Juvenile Correction Center and All Sheriff vehicles – 65 units



**With Your Donation**

**I AM READY**



**Hometown Hero**

\_\_\_\_\_  
First & Last Name

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Email

\_\_\_\_\_  
Company or Family Name For Window Cling

\_\_\_\_\_  
County to Have AED Directed Towards

\_\_\_\_\_  
Credit Card Number

\_\_\_\_\_  
Expiration & CVV

\_\_\_\_\_  
Billing Address

If paying by check:  
Make checks payable to Bolt for the Heart.  
Mail To: 3173 Smokey Ridge Lane. Carmel, IN 46033

Company Logo:  
Please send logo to [arron@heartreachmedical.com](mailto:arron@heartreachmedical.com)

**Step 1: Make Donation**

Bolt for the Heart purchases AED's for law enforcement officers at a discounted not for profit price of \$1,595 /each.



**Step 2:**

**Hometown Hero**

Every donor who pledges an AED (\$1,595) will have their "Company Logo" (or) their "Name" proudly displayed on a 5"x7" window cling, in the back window of the patrol vehicle that your AED was purchased and placed in.



Sample Window Cling

**Step 3: You Save a Life**

The AED that you donate will be placed in the vehicle of a first responder in your area. Your AED, in the hands of an Indiana Sheriff, could be the reason that someone's life is saved. Save a life with Bolt for the Heart.



**Bolt for the Heart is a 501 (c)(3) charitable organization. Donations may be tax deductible.**

# Bolt for the Heart 2020 Race Details

## What:

Second annual Bolt for the Heart 5k family run / walk and inaugural Half Marathon

## When:

September 27th, 2020 at 9:00 am

## Where:

Washington Park Michigan City

## Packet pick-up:

Franciscan Health: day before the event, 12:00 pm - 5:30 pm

## Race day registration:

7:00 am - 8:30 am

## Distance:

5K or Half Marathon (13.1 miles)

## Registration:

Online at: [www.boltfortheheart.com](http://www.boltfortheheart.com) | Bolt for the Heart will practice safe social distancing, provide hand sanitizers, face masks and a safe environment, so you and your family can enjoy a healthy and fun event.

**\*\* If registered by September 18**, long sleeve running shirt and finishers medal included. Registration after this date, shirt not guaranteed.

**\*\* VIRTUAL 5K** option is also available for those participants not interested in the live event.

## Parking:

Washington Park

## Benefactor:

Benefits BFTH for the placement of life saving AEDs ( automatic external defibrillators) for our Law enforcement hero patrol cars

## Cause:

Raise awareness of Sudden Cardiac Arrest and heart screening

## Presenting Sponsor:

Franciscan Health Michigan City

**\*\* Bolt is a 501c3 organization as All registrations are tax deductible.**

**BOLT**  
for the Heart®

Presented by:  
**Franciscan**  
HEALTH

# FAMILY 5K | VIRTUAL 5K HALF MARATHON



# 2020 SPONSORSHIP OPPORTUNITY\*

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*Help our Hometown Heroes become Rescue Ready!*

## SUPPORTING SPONSOR (2) REMAIN \$25,000

- Name displayed on banner at Race Start and Finish as Presenting sponsor
- Exhibit space provided at packet pick up included
- 50 registrations for race included
- Sponsor recognition at awards ceremony
- Advertising on all marketing pieces – newspaper ads, shirts, web site marketing

## GOLD SPONSOR (6) AVAILABLE \$10,000

- 20 free registrations for race
- Advertising on all marketing pieces – newspaper ads, race volunteer and participant medal lanyards, web site marketing

## SILVER SPONSOR (12) AVAILABLE \$5,000

- Advertising on all marketing pieces – race volunteer and participant shirts, runner race bags promotion, web site marketing

## MILE SPONSORSHIPS (4) AVAILABLE \$2,500

This sponsorship features your organizations brand and your employees can cheer and support the runners as they pass. Company banners, pop-up-tents and lots of cheering is welcomed. In addition, an AED will be placed at each station and your team will be trained on its use.

- Mile 1 Sponsor (\$2,500)
- Mile 2 Sponsor (\$2,500)
- Mile 3 Sponsor (\$2,500)
- Water Stop Sponsor (\$2,500)

## HOMETOWN HERO SPONSOR \$1,595

**\* Safety Sponsorships Available for 2020 \***

## FACE MASK SPONSOR (2) AVAILABLE \$1,500

## HAND SANITIZER SPONSOR (2) AVAILABLE \$1,500

## BOTTLED WATER SPONSOR (2) AVAILABLE \$1,500